Supplementing
Polk's Statistics:

CAN YOU AFFORD TO IGNORE ...

...the Top 60 Standard Metropolitan Areas which account for well over 50% of all U. S. passenger car sales? These important markets deserve the thorough analysis which Polk Registration Reports by Census Tracts can insure.

New passenger car and truck registrations by make, series, price class and gross vehicle weight groups can also be identified by name and type of buyer, whether a business or an individual. Registrations can be compiled not only by census tract but by postal zone or other geographic areas. All data are current, too, within three months of actual sales.

Consumer buying power and population shifts, as reflected in new passenger car registrations, can materially assist your Sales and Marketing Staff in evaluating retail sites... establishing dealer and salesmen objectives... planning distribution... and meeting many other marketing problems.

Since each Registration Report is prepared to your specifications, you resolve your marketing problems quickly and reduce your research costs.

R. L. POLK & CO.

DETROIT, MICH.

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FEBRUARY
1980

pocket summary

of registrations

new cars

new trucks

R. L. POLK & CO.

POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS – MONTH

MAKES	FEBRUARY		% '80 VS '79	% IND	
	1980	1979		1980	1979
A.M.C.	12319	8393	146.78	1.76	1.10
(Concord)	4617	4956	93.16	.66	.65
(Eagle)	2658	–	–	.38	–
Chrysler	11049	18727	59.00	1.58	2.46
(Le Baron)	4780	7492	63.80	.68	.99
Dodge	27091	34829	77.78	3.88	4.56
(Diplomat)	2086	3536	58.99	.30	.46
(Colt)	6304	3300	191.03	.90	.43
(Challenger)	1016	1270	80.00	.15	.17
(Omni)	9549	12512	76.32	1.37	1.64
(Aspen)	4826	7342	65.73	.69	.96
Plymouth	25999	31127	83.53	3.72	4.08
(Arrow/Champ)	6207	2730	227.36	.89	.36
(Sapporo)	843	889	94.83	.12	.12
(Horizon)	11793	15004	78.60	1.69	1.96
(Volare)	6669	11014	60.55	.95	1.44
(Gran Fury)	487	604	80.63	.07	.08
Chrysler Corp.	64139	84683	75.74	9.18	11.10
Ford	88362	122814	71.95	12.65	16.11
(Fiesta)	6127	5025	121.93	.88	.66
(Pinto)	11910	15013	79.33	1.71	1.97
(Fairmont)	22521	23611	95.38	3.21	3.09
(Granada)	5912	11862	49.84	.85	1.56
(Ltd II)	468	3714	12.60	.07	.49
(Mustang)	17977	20895	86.03	2.57	2.74
(T Bird)	13560	15888	85.35	1.94	2.08
Lincoln	5918	12400	47.73	.85	1.63
(Mark)	3063	4845	63.22	.44	.64
(Versailles)	474	1179	40.20	.07	.15
Mercury	26596	41542	64.02	3.81	5.44
(Zephyr)	6929	7671	90.33	1.00	1.01
(Monarch)	2195	4336	50.62	.31	.57
(XR7/Cougar)	5943	10741	55.33	.85	1.39
(Capri)	4971	6615	75.15	.71	.87
(Bobcat)	2691	3882	69.32	.39	.51
Linc/Merc. Div.	32514	53942	60.28	4.66	7.07
Ford Motor Co.	120876	176756	68.39	17.31	23.18
Buick	52877	50259	105.21	7.57	6.59
(Skylark)	13032	4038	322.73	1.87	.53
(Century)	23637	22433	105.37	3.38	2.94
(Riviera)	3188	4371	72.94	.46	.57
Cadillac	18340	25710	71.33	2.63	3.37
(Eldorado)	3871	5058	76.53	.56	.66
(Seville)	3199	3891	82.22	.46	.51
Chevrolet	147408	152514	96.65	21.10	20.00
(Chevette)	32137	24569	130.80	4.59	3.22
(Monza)	11126	11357	97.97	1.59	1.49
(Camaro)	9831	18364	53.53	1.41	2.41
(Citation)	30017	10461	286.94	4.30	1.37
(Malibu)	18926	26092	72.54	2.71	3.42
(Corvette)	2716	2879	94.34	.39	.38
(Monte Carlo)	12866	19273	66.76	1.84	2.53
Oldsmobile	60333	68084	88.62	8.64	8.93
(Omega)	6126	2032	301.48	.88	.27
(Cutlass)	33230	35246	94.28	4.76	4.62
(Toronado)	3034	3932	77.16	.43	.52
Pontiac	48135	58953	81.65	6.89	7.73
(Sunbird)	8971	6507	137.87	1.29	.85
(Phoenix)	7009	3186	219.99	1.00	.42
(Lemans)	6867	9004	76.27	.98	1.18
(Firebird)	7039	13122	53.64	1.01	1.72
Gen. Mtrs. Corp.	327093	355520	92.00	46.83	46.62
Misc. Domestic	184	318	57.86	.03	.04
Other Import	173802	136940	126.92	24.89	17.96
U.S. Total	698413	762610	91.58		

UNITED STATES SUMMARY

NEW PASSENGER CAR REGISTRATIONS – YEAR TO DATE

MAKES	YEAR TO DATE		% '80 VS '79	% IND		YEAR END 1979
	1980	1979		1980	1979	
A.M.C.	26530	16549	160.31	1.83	1.09	156753
(Concord)	10691	9623	111.10	.74	.63	83124
(Eagle)	5957	–	–	.41	–	11155
Chrysler	23592	38556	61.19	1.63	2.54	243643
(Le Baron)	9870	15922	61.99	.68	1.05	100054
Dodge	53799	67990	79.13	3.71	4.49	441600
(Diplomat)	4364	7980	54.69	.30	.53	45815
(Colt)	11869	6114	194.13	.82	.40	60406
(Challenger)	1975	2438	81.01	.14	.16	14192
(Omni)	18266	21998	83.03	1.26	1.46	121525
(Aspen)	10925	15913	68.65	.75	1.05	117253
Plymouth	50495	57807	87.35	3.49	3.81	381071
(Arrow/Champ)	11767	4941	238.15	.81	.33	46080
(Sapporo)	1464	1721	85.07	.10	.11	12239
(Horizon)	22667	26045	87.03	1.57	1.71	143360
(Volare)	13710	22193	61.78	.95	1.46	165664
(Gran Fury)	887	1295	68.49	.06	.09	3778
Chrysler Corp.	127886	164353	77.81	8.83	10.84	1066314
Ford	186769	250858	74.45	12.90	16.54	1549579
(Fiesta)	12438	9328	133.34	.86	.62	76855
(Pinto)	24986	28674	87.14	1.73	1.89	183276
(Fairmont)	46366	47800	97.00	3.19	3.15	332621
(Granada)	13386	24790	54.00	.92	1.63	141116
(Ltd II)	1111	8650	12.84	.08	.57	28387
(Mustang)	37335	41845	89.22	2.58	2.76	294904
(T'Bird)	27312	33000	82.76	1.89	2.18	210018
Lincoln	15213	26154	58.17	1.05	1.72	128097
(Mark)	8093	10310	78.50	.56	.68	54497
(Versailles)	1128	2620	43.05	.08	.17	13511
Mercury	57520	82674	69.57	3.97	5.46	497120
(Zephyr)	14000	15284	91.60	.96	1.01	95248
(Monarch)	5332	9249	57.65	.37	.61	54470
(XR7/Cougar)	12672	22080	57.39	.88	1.46	122618
(Capri)	10486	12690	82.63	.72	.84	88484
(Bobcat)	5473	6792	80.58	.38	.45	43032
Linc/Merc. Div.	72733	108828	66.83	5.02	7.18	625217
Ford Motor Co.	259502	359686	72.15	17.92	23.72	2174796
Buick	109073	101055	107.93	7.53	6.66	686315
(Skylark)	25689	8139	315.63	1.77	.54	104172
(Century)	47950	44711	107.24	3.32	2.94	301459
(Riviera)	7009	8241	85.05	.48	.54	49525
Cadillac	42178	54128	77.92	2.91	3.57	307652
(Eldorado)	8369	9797	85.42	.57	.65	60935
(Seville)	7528	8333	90.34	.52	.55	44120
Chevrolet	301032	306131	98.33	20.81	20.19	2104213
(Chevette)	63799	44851	142.25	4.42	2.96	363216
(Monza)	21601	22238	97.14	1.49	1.47	139045
(Camaro)	20697	36676	56.43	1.43	2.42	203647
(Citation)	60659	23254	260.85	4.19	1.53	290931
(Malibu)	40223	52349	76.84	2.78	3.45	336841
(Corvette)	5508	5919	93.06	.38	.39	40076
(Monte Carlo)	28015	39486	71.02	1.94	2.60	264967
Oldsmobile	124517	138277	90.05	8.60	9.12	931170
(Omega)	11373	4055	280.47	.79	.27	46336
(Cutlass)	67995	72406	93.91	4.70	4.77	510305
(Toronado)	6440	7555	85.24	.44	.50	45348
Pontiac	100616	118171	85.14	6.95	7.79	773816
(Sunbird)	16472	12363	133.24	1.13	.82	86735
(Phoenix)	14343	6135	233.79	.99	.40	74357
(Lemans)	14180	17851	79.44	.98	1.18	115185
(Firebird)	15422	26378	58.47	1.07	1.73	149955
Gen. Mtrs. Corp.	677416	717762	94.38	46.80	47.33	4803106
Misc. Domestic	510	627	81.34	.04	.04	4650
Other Import	355874	257517	138.19	24.58	16.98	2129232
U.S. Total	1447718	1516494	95.46			10334911

UNITED STATES SUMMARY

(Memo Total) – Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	FEB	% IND	YEAR TO DATE*		% '80 VS '79	% IND	
	1980		1980	1979		1980	1979
Dodge	18370	8.79	37089	56616	65.51	8.40	10.16
Plymouth	2661	1.27	4910	2837	173.07	1.11	.51
Ford	64332	30.79	139334	187376	74.36	31.58	33.64
Chevrolet	64736	30.99	137821	179695	76.70	31.23	32.26
G.M.C.	15880	7.60	34170	43328	78.86	7.74	7.78
I.H.	5473	2.62	12336	16824	73.32	2.80	3.02
Jeep Truck	7522	3.60	16369	26851	60.96	3.71	4.82
Mack	1703	.82	3573	3475	102.82	.81	.62
Kenworth	1046	.50	2161	2280	94.78	.49	.41
Peterbilt	643	.31	1351	1517	89.06	.31	.27
Freightliner	986	.47	1960	1924	101.87	.44	.35
White	644	.31	1343	2014	66.68	.30	.36
Misc.	24927	11.93	48915	32319	151.35	11.08	5.80
U.S. Total	208923		441332	557056	79.23		

*1980 Figures Include Passenger Vans
1979 Figures Exclude Passenger Vans

TRUCKS BY WEIGHT GROUPS -- YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	14094	22339	648	8	–	–	–	–
(Dodge 1)	9308	13973	232	–	–	–	–	–
Plymouth *	3312	1598	–	–	–	–	–	–
Ford	42272	87705	134	–	–	2678	4240	2305
(Ford 2)	18267	27398	–	–	–	–	–	–
Chevrolet	62467	69013	544	–	301	2306	2573	617
(Chevrolet 3)	30312	21593	–	–	–	–	–	–
G.M.C.	8547	18833	1	–	82	1271	2764	2672
(G.M.C. 4)	1800	5194	–	–	–	–	–	–
I.H.	–	3257	–	–	–	2638	3011	3430
Jeep Truck	9322	7047	–	–	–	–	–	–
(Jeep 5)	9322	5248	–	–	–	–	–	–
Mack	–	–	–	–	–	–	–	3573
Kenworth	–	–	–	–	–	–	–	2161
Peterbilt	–	–	–	–	–	–	–	1351
Freightliner	–	–	–	–	–	–	–	1960
White	–	–	–	–	–	–	–	1343
Misc.	47673	1	3	3	7	547	392	289
Total	187687	209791	1330	11	390	9440	12980	19701
1979 Total	186851	311786	4875	2555	352	20986	6814	22837
1980 VS '79	100.45	67.29	27.28	.43	110.80	44.98	190.49	86.27

UNITED STATES SUMMARY

(Memo Total) -- To be included in GVW 1, 2 & 3

1 Includes Vans, Ramcharger & D50
2 Includes Courier, Ranchero, Bronco and Vans
3 Includes El Camino, Blazer, L.U.V. and Vans
* Plymouth Includes Trail Duster & Arrow
4 Includes Vans, Jimmy & Caballero
5 Includes CJ's, Cherokee and Wagoneer

REGISTRATIONS FOR THE STATES OF KANSAS, MAINE AND HAWAII ARE TEMPORARILY DELAYED. REGISTRATIONS FOR THE STATE OF OKLAHOMA ARE NOT AVAILABLE.

NEW IMPORTED CARS
10 LEADING MAKES

MAKES	YEAR TO DATE 1980			YEAR TO DATE 1979		
	UNITS	% OF IMPORT	POSITION	UNITS	% OF IMPORT	POSITION
TOYOTA	94560	23.92	1	48288	17.12	1
DATSUN	82119	20.77	2	46726	16.57	2
HONDA	53801	13.61	3	43830	15.54	4
VOLKSWAGEN	34454	8.71	4	44727	15.86	3
MAZDA	25525	6.46	5	14117	5.00	5
SUBARU	19108	4.83	6	11894	4.22	6
FIESTA*	12438	3.15	7	9328	3.31	7
COLT/HATCHBACK*	11869	3.00	8	6114	2.17	12
ARROW/CHAMP*	11767	2.98	9	4941	1.75	13
MERCEDES BENZ	8534	2.16	10	7284	2.58	9
TOTAL IMPORT CARS	395387			282059		
VOLVO	7857	1.99	11	7369	2.61	8
FIAT	5620	1.42	13	6919	2.45	10
NEW IMPORTED TRUCKS LEADING MAKES						
TOYOTA	22834	26.22	1	14583	22.76	2
DATSUN	17735	20.36	2	12855	20.06	3
CHEVROLET L.U.V.*	15767	18.10	3	15039	23.47	1
FORD COURIER*	13224	15.18	4	12507	19.52	4
DODGE D50*	6332	7.27	5	2956	4.61	5
PLYMOUTH ARROW*	3119	3.58	6	1519	2.37	6
TOTAL IMPORT TRUCK	87091			64068		

* DOMESTIC SPONSORED IMPORTS

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS – UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1970	8388204	1790177
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10334911	3467910

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

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R. 1/80

FEBRUARY 1980 ISSUED 04/80

Supplementing
Polk's Statistics:

POLK OFFERS SELECTIVITY TO TRUCK ADVERTISERS

Virtually the same selectivity available to passenger car advertisers is offered the truck advertiser using Polk Automotive Owner Lists for direct mail advertising.

The truck advertiser can reach, by name and address, owners of specific makes and year models of trucks. Moreover, he can reach owners of trucks of specific GVW . . . or fleet owners by size of fleets or by GVW of trucks owned.

Also, the advertiser can confine coverage to metropolitan areas or extend it to smaller cities and rural areas.

Thus, he can contact and influence, with a minimum of waste circulation and a proved maximum of reader attention, his most productive new truck markets.

R. L. POLK & CO.

DETROIT, MICH.

5

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MARCH
1980

pocket summary

of registrations

new cars

new trucks

COURTESY OF
R·L·POLK & CO.

POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS – MONTH

MAKES	MARCH		% '80 VS '79	% IND	
	1980	1979		1980	1979
A.M.C.	14958	12073	123.90	1.87	1.32
(Concord)	6300	7217	87.29	.79	.79
(Eagle)	2973	–	–	.37	–
Chrysler	13843	20095	68.89	1.73	2.20
(Le Baron)	6332	8233	76.91	.79	.90
Dodge	30704	42402	72.41	3.85	4.65
(Diplomat)	3176	3811	83.34	.40	.42
(Colt)	6220	5018	123.95	.78	.55
(Challenger)	1359	1482	91.70	.17	.16
(Omni)	11011	15161	72.63	1.38	1.67
(Aspen)	5136	9517	53.97	.64	1.04
Plymouth	29596	40370	73.31	3.71	4.42
(Arrow/Champ)	6448	4004	161.04	.81	.44
(Sapporo)	925	1094	84.55	.12	.12
(Horizon)	13331	18958	70.32	1.66	2.07
(Volare)	7706	14820	52.00	.97	1.62
(Gran Fury)	1186	624	190.06	.15	.07
Chrysler Corp.	74143	102867	72.08	9.29	11.27
Ford	112873	145074	77.80	14.14	15.89
(Fiesta)	6763	6541	103.39	.85	.72
(Pinto)	12638	19039	66.38	1.58	2.09
(Fairmont)	33095	29438	112.42	4.15	3.22
(Granada)	5913	13039	45.35	.74	1.43
(Ltd II)	436	4138	10.54	.05	.45
(Mustang)	22092	26128	84.55	2.77	2.86
(T Bird)	19650	18977	103.55	2.46	2.08
Lincoln	6039	12779	47.26	.76	1.40
(Mark)	3032	4823	62.87	.39	.53
(Versailles)	494	1298	38.06	.06	.14
Mercury	33272	47384	70.22	4.17	5.19
(Zephyr)	9427	8840	106.64	1.17	.97
(Monarch)	2287	5328	42.92	.29	.58
(XR7/Cougar)	8043	11501	69.93	1.01	1.26
(Capri)	6129	8160	75.11	.77	.89
(Bobcat)	2781	4704	59.12	.35	.52
Linc/Merc. Div.	39311	60163	65.34	4.93	6.59
Ford Motor Co.	152184	205237	74.15	19.07	22.48
Buick	58375	56696	102.96	7.32	6.21
(Skylark)	14395	4347	331.15	1.80	.48
(Century)	26847	26003	103.25	3.37	2.85
(Riviera)	3279	4954	66.19	.41	.54
Cadillac	18023	27715	65.03	2.26	3.04
(Eldorado)	4139	5743	72.07	.52	.63
(Seville)	3266	3932	83.06	.41	.43
Chevrolet	161032	177014	90.97	20.19	19.40
(Chevette)	38481	31639	121.63	4.84	3.48
(Monza)	12707	14901	85.28	1.59	1.63
(Camaro)	10324	20595	50.13	1.29	2.26
(Citation)	32402	10799	300.05	4.06	1.18
(Malibu)	22105	30062	73.53	2.77	3.29
(Corvette)	3095	3631	85.24	.39	.40
(Monte Carlo)	13563	23205	58.45	1.70	2.54
Oldsmobile	68648	78137	87.86	8.60	8.56
(Omega)	7414	2058	360.25	.93	.23
(Cutlass)	38394	40852	93.98	4.81	4.47
(Toronado)	3117	4619	67.48	.39	.51
Pontiac	54021	68496	78.87	6.77	7.50
(Sunbird)	12118	8740	138.65	1.52	.96
(Phoenix)	8102	3710	218.38	1.02	.41
(Lemans)	7012	10643	65.88	.88	1.17
(Firebird)	7764	15577	49.84	.97	1.69
Gen. Mtrs. Corp.	360099	408058	88.25	45.14	44.71
Misc. Domestic	274	332	82.53	.03	.04
Other Import	196297	184234	106.55	24.60	20.18
U.S. Total	797955	912801	87.42		

UNITED STATES SUMMARY

NEW PASSENGER CAR REGISTRATIONS – YEAR TO DATE

MAKES	YEAR TO DATE		% '80 VS '79	% IND		YEAR END
	1980	1979		1980	1979	1979
A.M.C.	41488	28622	144.95	1.85	1.18	156753
(Concord)	16991	16840	100.90	.76	.70	83124
(Eagle)	8930	–	–	.40	–	11155
Chrysler	37435	58651	63.83	1.67	2.41	243643
(Le Baron)	16202	24155	67.08	.72	.99	100054
Dodge	84503	110392	76.55	3.76	4.55	441600
(Diplomat)	7540	11791	63.95	.34	.49	45815
(Colt)	18089	11132	162.50	.81	.46	60406
(Challenger)	3334	3920	85.05	.15	.16	14192
(Omni)	29277	37159	78.79	1.29	1.53	121525
(Aspen)	16061	25430	63.16	.72	1.05	117253
Plymouth	80091	98177	81.58	3.57	4.04	381071
(Arrow/Champ)	18215	8945	203.63	.81	.37	46080
(Sapporo)	2389	2815	84.87	.11	.12	12239
(Horizon)	35998	45003	79.99	1.61	1.85	143360
(Volare)	21416	37013	57.86	.95	1.52	165664
(Gran Fury)	2073	1919	108.03	.09	.08	3778
Chrysler Corp.	202029	267220	75.60	9.00	11.00	1066314
Ford	299042	395932	75.68	13.34	16.29	1549579
(Fiesta)	19201	15869	121.00	.86	.65	76855
(Pinto)	37624	47713	78.85	1.68	1.96	183276
(Fairmont)	79461	77238	102.88	3.52	3.17	332621
(Granada)	19299	37829	51.02	.86	1.56	141116
(Ltd II)	1547	12788	12.10	.07	.53	28387
(Mustang)	59427	67973	87.43	2.65	2.80	294904
(T'Bird)	46962	51977	90.35	2.09	2.14	210018
Lincoln	21252	38933	54.59	.95	1.60	128097
(Mark)	11125	15133	73.51	.50	.62	54497
(Versailles)	1622	3918	41.40	.07	.16	13511
Mercury	90792	130058	69.81	4.04	5.36	497120
(Zephyr)	23427	24124	97.11	1.04	.99	95248
(Monarch)	7619	14577	52.27	.34	.60	54470
(XR7/Cougar)	20715	33581	61.69	.92	1.39	122618
(Capri)	16615	20850	79.69	.74	.86	88484
(Bobcat)	8254	11496	71.80	.37	.47	43032
Linc/Merc. Div.	112044	168991	66.30	4.99	6.96	625217
Ford Motor Co.	411686	564923	72.87	18.33	23.25	2174796
Buick	167448	157751	106.15	7.46	6.49	686315
(Skylark)	40084	12486	321.03	1.78	.51	104172
(Century)	74797	70714	105.77	3.34	2.91	301459
(Riviera)	10288	13195	77.97	.46	.54	49525
Cadillac	60201	81843	73.56	2.68	3.37	307652
(Eldorado)	12508	15540	80.49	.56	.65	60935
(Seville)	10794	12265	88.01	.48	.50	44120
Chevrolet	462064	483145	95.64	20.57	19.90	2104213
(Chevette)	102280	76490	133.72	4.55	3.15	363216
(Monza)	34308	37139	92.38	1.53	1.53	139045
(Camaro)	31021	57271	54.17	1.38	2.36	203647
(Citation)	93061	34053	273.28	4.14	1.40	290931
(Malibu)	62328	82411	75.63	2.78	3.40	336841
(Corvette)	8603	9550	90.08	.38	.39	40076
(Monte Carlo)	41578	62651	66.36	1.85	2.58	264967
Oldsmobile	193165	216414	89.26	8.60	8.91	931170
(Omega)	18787	6113	307.33	.84	.25	46336
(Cutlass)	106389	113258	93.94	4.73	4.67	510305
(Toronado)	9557	12174	78.50	.43	.50	45348
Pontiac	154637	186667	82.84	6.89	7.68	773816
(Sunbird)	28590	21103	135.48	1.28	.87	86735
(Phoenix)	22445	9845	227.98	1.00	.41	74357
(Lemans)	21192	28494	74.37	.94	1.17	115185
(Firebird)	23186	41955	55.26	1.03	1.72	149955
Gen. Mtrs. Corp.	1037515	1125820	92.16	46.20	46.35	4803166
Misc. Domestic	784	959	81.75	.03	.04	4650
Other Import	552171	441751	125.00	24.59	18.18	2129232
U.S. Total	2245673	2429295	92.44			10334911

UNITED STATES SUMMARY

(Memo Total) – Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	MARCH	% IND	YEAR TO DATE*		% '80 VS '79	% IND	
	1980		1980	1979		1980	1979
Dodge	20471	9.33	57560	91906	62.63	8.71	10.51
Plymouth	2966	1.35	7876	4719	166.90	1.19	.54
Ford	67226	30.64	206560	288530	71.59	31.25	32.99
Chevrolet	67064	30.57	204885	285498	71.76	31.01	32.65
G.M.C.	17011	7.75	51181	67463	75.87	7.75	7.72
I.H.	4490	2.05	16826	26300	63.98	2.55	3.01
Jeep Truck	7051	3.21	23420	39396	59.45	3.54	4.51
Mack	1976	.90	5549	6081	91.25	.84	.70
Kenworth	1123	.51	3284	3541	92.74	.50	.40
Peterbilt	678	.31	2029	2334	86.93	.31	.27
Freightliner	1073	.49	3033	3102	97.78	.46	.35
White	809	.37	2152	3453	62.32	.33	.39
Misc	27462	12.52	76377	52084	146.64	11.56	5.96
U.S. Total	219400		660732	874407	75.56		

*1980 Figures Include Passenger Vans
1979 Figures Exclude Passenger Vans

TRUCKS BY WEIGHT GROUPS – YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	22579	33746	1144	91	–	–	–	–
(Dodge 1)	15199	21071	298	–	–	–	–	–
Plymouth *	5431	2445	–	–	–	–	–	–
Ford	64102	127287	182	–	–	4369	7069	3551
(Ford 2)	27589	39432	–	–	–	–	–	–
Chevrolet	95493	100218	656	–	449	3282	3894	893
(Chevrolet 3)	46014	30762	–	–	–	–	–	–
G.M.C.	12944	27318	1	–	131	2582	4177	4028
(G.M.C. 4)	2685	7773	–	–	–	–	–	–
I.H.	–	4529	–	–	–	3417	4034	4846
Jeep Truck	13816	9604	–	–	–	–	–	–
(Jeep 5)	13816	7160	–	–	–	–	–	–
Mack	–	–	–	–	–	27	–	5522
Kenworth	–	–	–	–	–	–	–	3284
Peterbilt	–	–	–	–	–	–	–	2029
Freightliner	–	–	–	–	–	–	–	3033
White	–	–	–	–	–	–	–	2152
Misc	74456	1	3	4	11	857	571	474
Total	288821	305148	1986	95	591	14534	19745	29812
1979 Total	299041	477564	11781	3899	579	33207	10852	37484
1980 VS '79	96.58	63.90	16.86	2.44	102.07	43.77	181.95	79.53

UNITED STATES SUMMARY

(Memo Total) – To be included in GVW 1, 2 & 3

1 Includes Vans, Ramcharger & D50
2 Includes Courier, Ranchero, Bronco and Vans
3 Includes El Camino, Blazer, L.U.V. and Vans

* Plymouth Includes Trail Duster & Arrow

4 Includes Vans, Jimmy & Caballero
5 Includes CJ's, Cherokee and Wagoneer

REGISTRATIONS FOR THE STATE OF KANSAS AND NEARBY AREAS GRAPHICALLY DELINEATED.
REGISTRATIONS FOR THE STATE OF KANSAS ARE NOT ENTERED.

NEW IMPORTED CARS
10 LEADING MAKES

MAKES	YEAR TO DATE 1980			YEAR TO DATE 1979		
	UNITS	% OF IMPORT	POSITION	UNITS	% OF IMPORT	POSITION
TOYOTA	146229	23.84	1	84643	17.47	1
DATSUN	127473	20.78	2	82421	17.01	2
HONDA	82155	13.39	3	76510	15.79	3
VOLKSWAGEN	55623	9.07	4	72877	15.04	4
MAZDA	37130	6.05	5	25301	5.22	5
SUBARU	28108	4.58	6	21210	4.38	6
FIESTA*	19201	3.13	7	15869	3.28	7
ARROW/CHAMP*	18215	2.97	8	8945	1.85	13
COLT/HATCHBACK*	18089	2.95	9	11132	2.30	11
MERCEDES BENZ	12872	2.10	10	11679	2.41	10
TOTAL IMPORT CARS	613399			484432		
FIAT	10541	1.72	12	11966	2.47	8
VOLVO	12179	1.99	11	11905	2.46	9
NEW IMPORTED TRUCKS LEADING MAKES						
TOYOTA	35407	26.06	1	23041	21.65	2
DATSUN	27374	20.15	2	20979	19.72	3
CHEVROLET L.U.V.*	23948	17.63	3	25682	24.14	1
FORD COURIER*	20468	15.07	4	20646	19.40	4
DODGE D50*	10371	7.63	5	5629	5.29	5
PLYMOUTH ARROW*	5126	3.77	6	2838	2.67	6
TOTAL IMPORT TRUCK	135862			106406		

* DOMESTIC SPONSORED IMPORTS
UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS – UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1970	8388204	1790177
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10334911	3467910

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

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